Visibility, Authenticity, and Interactivity: The Intervening Role of Trust in the Purchase Intention

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Abstract
Purpose: This conceptual paper aims to develop a model and propositions on how visibility, authenticity, and interactivity on TikTok Shop Live relate to the purchase intention of Generation Z in Indonesia, and to explain the intervening role of trust in these relationships.
Methodology/approach: The paper is a conceptual study based on a narrative synthesis of prior literature and uses the Stimulus-Organism-Response (S-O-R) framework. The model is adapted from J. Liu & Zhang (2024), who studied Taobao Live, and is developed for TikTok Shop Live in Indonesia.
Results/Findings: The paper proposes six propositions. Visibility, authenticity, and interactivity are proposed to have a positive effect on purchase intention (P1–P3). Trust is proposed to act as an intervening variable in each of these relationships (P4–P6). The model keeps both direct and indirect paths so that partial intervening can be tested in future research.
Limitations: The propositions have not been tested empirically. Future research should test the model on TikTok Shop Live users in Indonesia, examine the role of trust in more detail, and consider other stimuli such as entertainment.
Contribution: The paper applies the S-O-R framework to live streaming commerce on TikTok Shop Live, clarifies the role of trust, and sets out why the entertainment-oriented TikTok context and Generation Z consumers may differ from the contexts of earlier studies. It offers sellers and MSMEs guidance on clear product display, accurate information, and responsive interaction; gives platform providers input for developing live streaming features; and provides future researchers with propositions to test.

Keywords: *Live streaming commerce, TikTok Shop Live, Stimulus-Organism-Response, Trust, Purchase intention, Generation Z*

1. Introduction
Advances in information technology have pushed e-commerce toward mobile commerce and enabled trade to reach consumers across regions (Haini, 2019; Sumita & Yoshii, 2010; Ward & Zheng, 2016). This trend is evident in Indonesia. The Digital 2026 report (We Are Social & Meltwater, 2026) recorded 230 million internet users (80.5% of the population) and an average of 3 hours 7 minutes per day of social media use. Bank Indonesia recorded an e-commerce transaction value in the third quarter of 2025 of IDR 134.67 trillion and a volume of 1.44 billion transactions, with volume growing 20.5% year on year (Republika, 2025). Intensifying competition pushes business actors to innovate in online sales.

One such innovation is live streaming commerce, namely commerce that integrates buying and selling with live broadcasts so that sellers and consumers interact in real time (Wang et al., 2022). Live streaming itself is a form of broadcasting audio and video content directly over the internet that enables real-time interaction between the broadcaster and the audience (Chen & Lin, 2018). During a broadcast, sellers can demonstrate products, convey information directly, and respond to the questions and needs of prospective consumers. The integration of commerce and real-time streaming technology gives live commerce the interactivity and visualization that distinguish it from conventional electronic commerce (Yun et al., 2023).

In Indonesia, this activity has developed across various platforms, especially Shopee Live and TikTok Live. The 2025 Jakpat survey shows that 92% of respondents had watched a live shopping session and 56% had made a purchase through this feature in the past six months (Rendanianti, 2026). Of the 776 Jakpat respondents who had shopped through live shopping, 76% used Shopee Live and 56% used TikTok Live (Rendanianti, 2026). Platform preferences differ across generations: Generation Z tends to choose TikTok Shop as its favorite live shopping platform (75%), whereas Generation X chooses Shopee Live (66%) (Jakpat, 2023). TikTok also has a large reach. The Digital 2026 report (We Are Social & Meltwater, 2026) recorded that TikTok's advertising tools reached approximately 180 million users aged 18 and above at the end of 2025, equivalent to 88.9% of the adult population and 78.2% of internet users. This figure is an estimate of advertising reach, so it cannot be equated with the number of monthly active users or verified active users. Even so, this scale reinforces the relevance of TikTok as a context for studying consumer behavior in live streaming commerce.

Generation Z was chosen as the focus because it grew up in an environment increasingly integrated with digital technology. In this paper, Generation Z refers to individuals born between 1997 and 2012 (Badan Pusat Statistik, 2020; Dimock, 2019). This group pays attention to the completeness, authenticity, and trustworthiness of information when shopping online (Firmansya et al., 2025; Sangal et al., 2022). Sangal et al. (2022) show that female Generation Z consumers pay attention to product descriptions and reviews before considering a purchase, and that complete, authentic, and trustworthy information is an important consideration. Firmansya et al. (2025) found that the number of reviews, review valence, and brand trust are related to the purchase intention for electronic products online among Generation Z consumers in Indonesia. These characteristics indicate the importance of understanding how Generation Z processes product information in digital commerce.

The live streaming characteristics of concern in this paper are visibility, authenticity, and interactivity. J. Liu & Zhang (2024) show that all three have a positive effect on purchase intention, both directly and through trust, on Taobao Live in China. Other studies have tested similar models in the contexts of tourism (X. Liu et al., 2022), continuance of use (M. Zhang et al., 2022), Shopee in Indonesia (Nurhapizah et al., 2024), and live streaming in China in general (Q. Li et al., 2023). Based on the literature reviewed in this paper, this model structure has not been found tested on TikTok Shop Live with a focus on Generation Z in Indonesia. Yet TikTok began as an entertainment and short-video platform, so consumers do not always come with the intention of shopping.

This gap matters because the context is not neutral. Three features of TikTok Shop Live and of its Generation Z users suggest that the relationships found on Taobao Live may not transfer unchanged. First, TikTok combines entertainment and shopping in one environment. Uses and gratifications theory holds that people choose media to satisfy different needs, such as entertainment and information (Katz et al., 1973), so a consumer who opens a TikTok live session mainly to be entertained, perhaps after coming across it through the platform's recommendation feed, may have no initial shopping goal. Such a consumer may form trust from different cues than a consumer who visits a marketplace such as Taobao in order to shop. Second, sellers on TikTok Shop Live range from MSMEs with a small audience to large influencers with an established following. According to signaling theory, receivers who cannot directly observe quality rely on the signals that senders provide (Connelly et al., 2011), so the cues shown during a broadcast may carry different weight for sellers who have little reputation to draw on.

Third, Generation Z is a cohort that grew up with digital technology, pays attention to the completeness, authenticity, and trustworthiness of information (Firmansya et al., 2025; Sangal et al., 2022), and tends to choose TikTok Shop as its favorite live shopping platform (Jakpat, 2023). For this group, entertainment and the scrutiny of information may coexist in the same session. These features are not added to the model as new variables. They explain why testing the six propositions on TikTok Shop Live among Generation Z in Indonesia is worthwhile, and they are used in the Discussion to interpret how trust may form on this platform.

To explain how these characteristics shape purchase intention, this paper uses the Stimulus-Organism-Response (S-O-R) framework, which is rooted in environmental psychology (Mehrabian & Russell,

1974). This framework explains that stimuli from the environment influence an individual's internal state and subsequently produce a response. In consumer behavior, external stimuli give rise to cognitive and emotional reactions that produce a tendency to perform or avoid consumption behavior (Jacoby, 2002). Guo et al. (2021) applied the framework to live shopping, and Song et al. (2022) positioned visibility, interactivity, and authenticity as stimuli, perceived value and perceived trust as the organism, and purchase intention as the response.

The relevance of this model to the Indonesian context is supported by several studies, although none is identical to this paper. Nurhapizah et al. (2024) found that visibility and interactivity in Shopee live streaming affect trust and purchase intention among Indonesian consumers, but that study was not conducted on TikTok. Chang et al. (2024) showed that interactivity and visualization increase cognitive and affective trust among 682 Indonesian consumers, without limiting the sample to a particular generation. Q. Li et al. (2023) tested interactivity, authenticity, visibility, and entertainment with presence and perceived trust as the organism, but on live streaming commerce in China in general. The limitations of these studies prompt this paper to develop a model and propositions that need to be tested and developed further.

The first research question is how visibility, authenticity, and interactivity affect purchase intention directly. The limited understanding of this mechanism forms the first to third propositions, namely that all three characteristics have a positive effect on purchase intention. This model also takes into account trust as a consumer's internal state that bridges the effect of live streaming characteristics. Trust is important because online transactions involve uncertainty owing to the absence of physical interaction with the product and the seller (Pavlou & Gefen, 2004). The second research question is whether trust acts as an intervening variable in the effect of these three characteristics on purchase intention. This question forms the fourth to sixth propositions. Purchase intention in this paper is understood as the tendency to buy, not actual purchase behavior (Fishbein & Ajzen, 1975; Ajzen, 1991).

Thus, this paper contributes a model and six propositions (Figure 1) on the effect of visibility, authenticity, and interactivity on purchase intention and the intervening role of trust, together with a rationale for why the TikTok Shop Live and Generation Z context may differ from earlier studies. The following sections describe the underlying theory, constructs, and development of the propositions; then the methodology; the discussion and its implications; and finally the conclusion, limitations, and directions for future research.

2. Literature Review and Proposition Development

2.1 Live streaming commerce

According to Tong (2017), live streaming is a form of broadcasting that combines images, sound, text, and other multimedia elements so that information is received by viewers more clearly and realistically and interaction is possible during the broadcast. From an information technology perspective, the production and distribution of information occur directly: the streamer delivers images and sound to users in another location, and users receive them directly (Dong et al., 2023).

When used for selling, live streaming shopping emerges, namely e-commerce transactions through a live streaming platform that creates a virtual space for interaction between streamers and consumers (Xu et al., 2020). Consumers can obtain product information during the broadcast, ask questions directly, and receive immediate responses, so the shopping process differs from conventional electronic commerce (Wongkitrungrueng & Assarut, 2020). In this paper, TikTok Shop Live is understood as a live broadcast environment in which sellers or hosts display products and convey information to consumers in real time, and consumers can participate in communication during the broadcast. TikTok Shop Live differs from live streaming within a marketplace in two respects that matter for this paper: it sits inside a platform that consumers also use for entertainment, and its sellers range from MSMEs to large influencers.

2.2 Stimulus-Organism-Response (S-O-R) theory

S-O-R theory was developed by Mehrabian & Russell (1974) in environmental psychology. Its basic principle is that stimuli from the environment (S) influence an individual's cognitive or emotional state (O), which then produces a response (R). In consumer behavior, responses include attitudes and behavioral intentions (Floh & Madlberger, 2013), including approach or avoidance tendencies (Jacoby, 2002; Sherman et al., 1997). Purchase intention can represent a response at the level of behavioral intention.

This framework has been used in live shopping. Song et al. (2022) positioned visibility, interactivity, and authenticity as stimuli, perceived value and perceived trust as the organism, and purchase intention as the response. Based on this application, this paper positions visibility, authenticity, and interactivity as stimuli perceived by consumers when following TikTok Shop Live. These stimuli shape trust as the organism, and trust in turn drives purchase intention as the response.

This paper does not regard these three characteristics as the only stimuli in live streaming commerce. J. Liu & Zhang (2024) state that other attributes potentially have an influence, so the focus is limited to these three in line with the model adapted. Consistent with J. Liu & Zhang (2024), who found trust to be a partial intervening variable, this model includes direct paths from the three stimuli to purchase intention alongside the paths through trust, as a basis for determining the type of intervening that forms in the context of TikTok Shop Live.

2.3 Research Constructs

2.3.1 Visibility

Visibility is an IT affordance dimension that refers to the ability of technology to make product information and images visible to consumers (Dong et al., 2016; Dong & Wang, 2018). Unlike conventional e-commerce, which uses text, images, or videos prepared in advance, live streaming displays products directly during the broadcast (J. Liu & Zhang, 2024). This visual presentation reduces product ambiguity and provides a more adequate information basis for evaluating products (J. Liu & Zhang, 2024). J. Liu & Zhang (2024) describe visibility as an important characteristic of live e-commerce because visual presentation enables consumers to observe products and the broadcast environment more directly and to obtain information from various views. In this paper, visibility is the extent to which TikTok Shop Live makes products and related information visible and observable to consumers through visual displays.

2.3.2 Authenticity

Authenticity is an individual's assessment of the truthfulness of the information received. In live streaming commerce, it relates to the extent to which product information is perceived as true and consistent with the actual condition of the product (X. Liu et al., 2022). Streamers can provide descriptions, evaluations, and recommendations based on their experience so that the picture of the product is more real. However, live broadcasts are not automatically perceived as authentic; consumers still assess signals from the streamer to reduce uncertainty (Y. Liu & Sun, 2024; Lu & Chen, 2021). In conventional e-commerce, consumers generally obtain information through text, images, or videos prepared in advance, making it difficult to ascertain the consistency between the information and the actual condition of the product, whereas live streaming allows products to be displayed directly and instantly (X. Liu et al., 2022). J. Liu & Zhang (2024) state that the authenticity of product presentation provides a more real information experience and helps reduce uncertainty, so it plays a role in building trust and encouraging purchase intention. In this paper, authenticity is the extent to which consumers perceive the information and presentation of products on TikTok Shop Live as real, true, and consistent with the condition of the product.

2.3.3 Interactivity

Interactivity is the ability of live streaming to enable direct communication and information exchange between consumers and streamers as well as other consumers, with two-way communication as its main characteristic (Liu & Shrum, 2002). Consumers can ask questions, comment, and give feedback in real time (X. Liu et al., 2022), in diverse and reciprocal interpersonal exchanges (Wu et al., 2024). Unlike

conventional online shopping, which relies on images, descriptions, or written reviews, consumers not only receive information but also participate in the communication through comments, questions, and direct responses (L. Zhang et al., 2023). High interactivity provides direct responses to consumers' questions or needs, creates a more responsive shopping experience, and increases engagement. In this paper, interactivity is the extent to which TikTok Shop Live enables consumers to participate in, communicate, and exchange information directly with streamers and other consumers.

2.3.4 Trust

Trust is a consumer's willingness to accept vulnerability in a transaction based on the expectation that the trusted party will act reliably and in the consumer's interest (Mayer et al., 1995). In digital commerce, consumers transact without physical contact, so trust is needed to reduce doubt (Pavlou & Gefen, 2004). In social commerce, trust is positively related to purchase intention (Hajli, 2015), and live streaming plays a role in building consumer trust in sellers (Wongkitrungrueng & Assarut, 2020). Trust was chosen as the organism because consumers in online transactions face uncertainty related to the seller, the product, and the transaction process, and the characteristics of social commerce can shape consumer trust (Hajli, 2015). In live streaming commerce, X. Liu et al. (2022) used trust as a mechanism that bridges the effect of live streaming characteristics, including interactivity and authenticity, on purchase intention. In this paper, trust is the consumer's belief in the seller and the products offered on TikTok Shop Live, such that consumers feel confident about the information and products offered.

2.3.5 Purchase intention

Purchase intention is a consumer's tendency or intention to buy a product or service, that is, the probability that the consumer will buy (Dodds et al., 1991; Yoo et al., 2000). Purchase intention differs from actual purchase behavior but precedes it (Fishbein & Ajzen, 1975; Ajzen, 1991). It is important in digital commerce because purchases take place in an environment that does not always allow consumers to interact directly with products and sellers. In live streaming commerce, purchase intention is formed in a more interactive environment because consumers can obtain information, observe products, and interact with streamers. J. Liu & Zhang (2024) show that live-stream shopping characteristics, including visibility and interactivity, can affect trust, which in turn is related to purchase intention. In this paper, purchase intention is the consumer's tendency to buy products offered through TikTok Shop Live.

2.4 Prior studies

Live streaming commerce has become a growing topic in digital marketing. Prior research shows that live streaming characteristics shape trust and consumer responses, but the studies differ in platform, context, constructs, and the responses examined. Several prior studies in this area are presented in Table 1.

Table 1. Prior studies

Author	Context	Main findings	Difference from this paper
J. Liu & Zhang (2024)	Taobao Live, China	Visibility, authenticity, and interactivity have a positive effect on trust and purchase intention; trust acts as a partial intervening variable	Marketplace platform in China; this paper examines TikTok Shop Live in Indonesia
X. Liu et al. (2022)	Tourism live streaming e-commerce	Interactivity and authenticity affect purchase intention through flow experience and trust	Tourism context; adds entertainment and flow experience
M. Zhang et al. (2022)	Live streaming commerce, socio-technical perspective	Visibility and interactivity, as technical and social enablers, shape trust, which affects continuance intention	The response examined is continuance intention, not purchase intention
Nurhapizah et al. (2024)	Shopee Live, Indonesia	Five IT affordance dimensions affect trust, and trust acts as an	Shopee platform; not limited to Generation Z;

		intervening variable in their effect on purchase intention	different affordance dimensions
Chang et al. (2024)	Live streaming e-commerce, 682 Indonesian consumers	Interactivity, entertainment, and visualization predict cognitive trust, which acts as an intervening variable for affective trust, stickiness, and purchase intention	Distinguishes cognitive and affective trust; not limited to a generation
Q. Li et al. (2023)	Live streaming commerce, China	Live streaming environment characteristics affect purchase intention through presence and perceived trust sequentially	Adds entertainment and presence; China context in general
This paper	TikTok Shop Live, Generation Z in Indonesia (conceptual)	Proposes that visibility, authenticity, and interactivity affect purchase intention directly and through trust (P1–P6); not yet tested empirically	Model structure unchanged; context differs from all studies above

Source: Compiled by the authors from (Chang et al., 2024; Q. Li et al., 2023; J. Liu & Zhang, 2024; X. Liu et al., 2022; Nurhapizah et al., 2024; M. Zhang et al., 2022)

The studies in Table 1 give a fairly clear understanding that studies testing visibility, authenticity, and interactivity together on TikTok Shop Live remain limited. J. Liu & Zhang (2024) was conducted on Taobao Live, Nurhapizah et al. (2024) on Shopee, and Q. Li et al. (2023) in China in general. Based on the literature reviewed, none limits its sample to Generation Z. This paper draws on J. Liu and Zhang (2024), which shows the effect of the three characteristics on purchase intention, and then examines this relationship in the context of TikTok and Generation Z. The contribution of this paper is therefore mainly contextual. It moves the model from a marketplace platform to an entertainment-oriented social commerce platform and focuses on one cohort, Generation Z, and it makes explicit why these differences may change how trust forms (Sections 1, 2.6, and 4; Table 2). It does not add constructs or propositions to the model of J. Liu & Zhang (2024).

2.5 Conceptual model

Based on the S-O-R foundation and prior studies, visibility, authenticity, and interactivity are positioned as stimuli, trust as the organism and intervening variable, and purchase intention as the response. The model includes direct paths from the three stimuli to purchase intention (P1–P3) and indirect paths through trust (P4–P6), as shown in Figure 1. Table 2 summarizes which elements of J. Liu & Zhang (2024) are retained and which are adapted to the context of this paper.

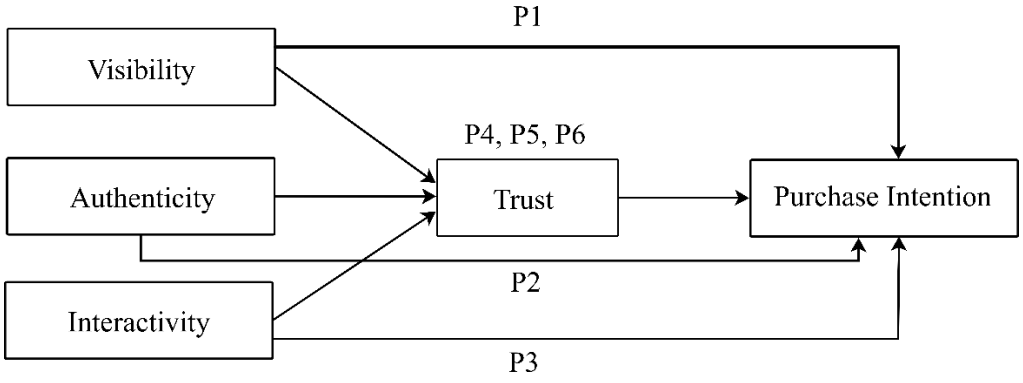

Figure 1. S-O-R conceptual model (3 Stimuli, 1 Organism, 1 Response)
Source: Conceptual model, adapted from J. Liu & Zhang (2024)

Table 2. Elements retained from J. Liu & Zhang (2024) and elements adapted in this paper

Element	J. Liu & Zhang (2024)	This paper	Reason for the adaptation
Constructs and paths	Visibility, authenticity, interactivity, trust, and purchase intention, with direct and indirect (through trust) paths	Same constructs and paths (P1–P6); no construct or proposition is added	The aim is to examine whether the established relationships hold in a new context
Platform and sellers	Taobao Live, a live streaming feature of a marketplace	TikTok Shop Live, inside an entertainment-oriented platform where consumers do not always intend to shop and sellers range from MSMEs to large influencers	Consumers' starting point and sources of trust may differ from a marketplace
Consumers	Consumers of Taobao Live in China	Generation Z in Indonesia (born 1997–2012)	This cohort attends to the completeness, authenticity, and trustworthiness of information and tends to prefer TikTok Shop for live shopping
Use of context	Not applicable	Context is used inside the arguments for P1–P6 (Section 2.6) and to interpret possible differences in trust formation (Section 4)	Gives the contextual contribution an explicit place without changing the model

Source: Authors' synthesis based on J. Liu & Zhang (2024)

2.6 Proposition Development

The propositions below keep the structure of J. Liu & Zhang (2024). What this paper adds is the context in which each argument is made: where a mechanism has particular relevance for TikTok Shop Live or for Generation Z, this is stated in the argument, but the proposition itself is unchanged.

2.6.1 The Effect of Visibility, Authenticity, and Interactivity on Purchase Intention

Visibility increases the clarity of product information. In live streaming, products and their information are displayed directly, so consumers can observe product characteristics from various views (J. Liu & Zhang, 2024). Consumers who obtain clearer information have a more adequate basis for evaluating products before buying (L. Zhang et al., 2023). Visibility also reduces uncertainty, because visual presentation and product information reduce the product ambiguity and uncertainty that consumers face in online transactions (Dong & Wang, 2018; L. Zhang et al., 2023). When uncertainty is lower, consumers find it easier to assess products and make choices. An informative broadcast interface and clear product visualization meet consumers' needs in the pre-purchase evaluation and information search phases (K. Z. K. Zhang & Benyoucef, 2016), and visual presentation in the broadcast increases shopping appeal and influences consumption motivation (Yang & Liu, 2020). If information and product visualization are easily accessible, barriers to evaluation decrease and decisions form more easily. On TikTok Shop Live, consumers may come across a broadcast while using the platform for entertainment and without a prior shopping goal, so a clear and observable display may also help move casual viewing toward product evaluation. Generation Z, which pays attention to the completeness of information when shopping online (Firmansya et al., 2025; Sangal et al., 2022), is expected to value this completeness. Based on this argument, this paper proposes the following.

P1. Visibility has a positive effect on purchase intention among TikTok Shop Live users of Generation Z in Indonesia.

Authenticity affects purchase intention through three mechanisms. First, authenticity gives confidence that the information received is true. In live streaming, products are displayed directly and instantly, and streamers provide descriptions, evaluations, and recommendations based on their experience (X. Liu et al., 2022), so consumers obtain a more real picture of the product and can more easily confirm the consistency between the information and the actual condition of the product. Second, authenticity reduces uncertainty about the product. The authenticity of product presentation provides a more real information experience (J. Liu & Zhang, 2024). Live broadcasts are not automatically perceived as authentic, but the information and characteristics displayed can function as signals that help consumers reduce uncertainty (Lu & Chen, 2021). Third, authenticity makes the experience feel natural and non-manipulative. High realism helps consumers understand the product more fully even though they cannot touch it, and the streamer's real-time demonstrations reduce concerns in decision-making (Gu, 2020). An experience perceived as authentic and not manipulative in the manner of conventional advertising produces more positive product evaluations and encourages the tendency to buy (Gao et al., 2018). J. Liu & Zhang (2024) also show that authenticity is related to purchase intention. This is relevant to TikTok Shop Live, where sellers range from MSMEs to large influencers and consumers cannot assume that every broadcast is genuine. Generation Z looks for authentic and trustworthy information when shopping online (Sangal et al., 2022), so perceived authenticity is expected to be especially relevant for this segment. Based on this argument, this paper proposes the following.

P2. Authenticity has a positive effect on purchase intention among TikTok Shop Live users of Generation Z in Indonesia.

Interactivity affects purchase intention through three mechanisms. First, interactivity provides direct responses. Consumers can ask questions, comment, and give feedback to the streamer, so they obtain responses to their questions or needs and gain a more responsive shopping experience (L. Zhang et al., 2023). Consumers thus obtain information that better fits their needs, and product evaluation becomes easier. Second, interactivity brings a social dimension to e-commerce. Live broadcast technology gives social attributes so that the online transaction experience is more realistic, and interaction with the streamer and other viewers enables the exchange of information and emotions (Sjöblom et al., 2019; Wu et al., 2024). Third, interactivity reduces uncertainty and increases engagement. The ability to communicate directly with sellers reduces uncertainty in online transactions (Lv et al., 2018), and interaction increases social presence and consumer engagement, which are related to higher purchase intention (Bai et al., 2015; Hassanein & Head, 2007). On a platform that combines entertainment and shopping, people often seek entertainment (Katz et al., 1973), so lively two-way interaction may be what moves a viewer who is only watching toward considering a purchase. Based on this argument, this paper proposes the following.

P3. Interactivity has a positive effect on purchase intention among TikTok Shop Live users of Generation Z in Indonesia.

2.6.2 Trust as an intervening variable

Based on S-O-R theory, stimuli first shape the consumer's internal state, namely trust, and that state drives purchase intention. The trust that is formed lowers the perceived risk of the transaction so that consumers are willing to buy (Gefen & Straub, 2004; Pavlou & Gefen, 2004). Trust is important as a link because consumers in online transactions face uncertainty related to the seller, the product, and the transaction process (Pavlou & Gefen, 2004). Visibility, authenticity, and interactivity collectively contribute to the formation of consumer trust in both the seller and the product (J. Liu & Zhang, 2024), and trust is positively related to purchase intention (Hajli, 2015). Therefore, the three stimuli work not only directly but also indirectly through trust.

For visibility, a clear and observable presentation of products gives consumers a more adequate information basis (L. Zhang et al., 2023). M. Zhang et al. (2022) found that visibility acts as a technical enabler that shapes trust, and Nurhapizah et al. (2024) found that visibility affects trust and purchase intention among Indonesian consumers on Shopee. A clear and real-time observable presentation of products gives a more complete picture of the actual condition of the product. This completeness

reduces information asymmetry between seller and buyer, so consumers have a stronger basis for assessing the credibility displayed. Visibility does not automatically produce purchase intention but is first translated into a sense of trust. This pattern is consistent with (J. Liu & Zhang, 2024). On TikTok Shop Live, viewers who arrive for entertainment have not yet formed an impression of the seller, so what they can see during the broadcast is likely to be one of the first bases for judging the seller and the product. Based on this argument, this paper proposes the following.

P4. Trust acts as an intervening variable in the relationship between visibility and the purchase intention of Generation Z TikTok Shop Live users in Indonesia.

For authenticity, empirical evidence supports its role in shaping trust. X. Liu et al. (2022) found that authenticity has a positive effect on trust and purchase intention. Perceptions of streamer authenticity also contribute to the formation of trust and purchase intention (Y. Liu & Sun, 2024), and Q. Li et al. (2023) found that authenticity is the largest contributor among the live streaming environment characteristics that affect perceived trust and purchase intention. Authenticity relates to the consistency between what the streamer conveys and the actual condition of the product, not to the completeness of the display. Real-time presentation can give consumers the opportunity to verify claims (X. Liu et al., 2022), so doubts about information manipulation can decrease. This authentic assessment is carried over into trust in the seller and the product, which suppresses perceived risk and encourages purchase intention (Gefen & Straub, 2004; Pavlou & Gefen, 2004). Because sellers on TikTok Shop Live range from MSMEs with a small audience to large influencers, consumers cannot rely on reputation alone, and the signals visible during a broadcast (Connelly et al., 2011; Lu & Chen, 2021) are an important basis for judging whether information is genuine. The attention that Generation Z pays to authentic information (Sangal et al., 2022) makes this link especially relevant. Based on this argument, this paper proposes the following.

P5. Trust acts as an intervening variable in the relationship between authenticity and the purchase intention of Generation Z TikTok Shop Live users in Indonesia.

For interactivity, interaction between the streamer and consumers contributes to the formation of trust because consumers have the opportunity to communicate directly and evaluate the streamer's responses (L. Zhang et al., 2023). M. Zhang et al. (2022) found that social interactivity acts as a social enabler that shapes trust. Chang et al. (2024) showed that interactivity and visualization increase cognitive and affective trust among 682 Indonesian consumers, and Nurhapizah et al. (2024) found that interactivity in Shopee live streaming affects trust. Visibility and authenticity relate to the quality of information received in a relatively passive manner, whereas interactivity highlights active involvement through two-way communication. Through comments and question-and-answer exchanges, consumers clarify things they do not understand and obtain information beyond the standard product description (F. Liu et al., 2020). Because consumers evaluate the streamer's responses (L. Zhang et al., 2023), responsiveness can become a signal of credibility: the more honestly and quickly questions are answered, the greater the likelihood that trust will form, and higher trust has the potential to increase purchase intention. On TikTok, where consumers do not always arrive with a shopping intention, the host's responsiveness may also be among the first cues that a seller can be trusted, before the consumer has compared product information in detail. Based on this argument, this paper proposes the following.

P6. Trust acts as an intervening variable in the relationship between interactivity and the purchase intention of Generation Z TikTok Shop Live users in Indonesia.

3. Research Methodology

This paper is a conceptual study that builds a model and propositions through a review and synthesis of prior literature within the S-O-R framework. The approach is a narrative literature synthesis, not a systematic literature review, because it does not use a systematic search and selection procedure. The search and selection of the literature are nevertheless described below so that readers can judge how the model was built.

Literature search. The literature was searched by the authors during the preparation of the proposal/thesis, using Google Scholar, ScienceDirect, Emerald Insight, SpringerLink, IEEE Xplore, and Frontiers. The keywords were combinations of "live streaming commerce", "live streaming shopping", "TikTok Shop", "visibility", "authenticity", "interactivity", "IT affordance", "trust", "purchase intention", "stimulus-organism-response", and "Generation Z", in English and Indonesian. Studies on live streaming commerce were searched in publications from 2016 to 2025, because live streaming commerce is a recent phenomenon, whereas theoretical sources (S-O-R, trust, purchase intention, uses and gratifications, and signaling) were not restricted by year. Retrieved articles were screened by title and abstract and then read in full when they were relevant to visibility, authenticity, interactivity, trust, and purchase intention in the context of live streaming commerce.

The six core studies discussed (Chang et al., 2024; Q. Li et al., 2023; J. Liu & Zhang, 2024; X. Liu et al., 2022; Nurhapizah et al., 2024; M. Zhang et al., 2022) are among the literature collected. They were selected purposively using four criteria: (1) the study examines live streaming commerce; (2) it tests at least two of the three stimuli of interest (visibility, authenticity, and interactivity) or their close equivalents, such as visualization or IT affordances; (3) it includes trust as a mechanism that links the stimuli to a response; and (4) its response variable is purchase intention or a closely related intention, such as continuance intention. J. Liu & Zhang (2024) served as the main reference for the model because it tests all three stimuli together, with direct effects on purchase intention and indirect effects through trust, in one model, which allows partial intervening to be assessed. The other studies were selected to represent different contexts and to strengthen the theoretical foundation: tourism (X. Liu et al., 2022), a socio-technical perspective (M. Zhang et al., 2022), Shopee Live in Indonesia (Nurhapizah et al., 2024), Indonesian consumers in general (Chang et al., 2024), and the live streaming environment in China (Q. Li et al., 2023). The synthesis was carried out by comparing the research focus, the constructs examined, and the relationships among constructs relevant to the model being developed (Table 1).

The results of the comparison were used to build arguments about the direct relationships of visibility, authenticity, and interactivity with purchase intention, and about the role of trust as an intervening variable, within the S-O-R framework. From this synthesis, six propositions were formulated. Because the selection was purposive and no systematic search was used, studies that report different or non-significant results may have been missed, and the coverage of the literature is limited to the journals the authors collected while preparing the proposal/thesis. The propositions are therefore stated as directional expectations to be tested, not as established relationships. The indicators mentioned in the Limitations and Future Research section are drawn from the original publications and have not been validated empirically in the context of TikTok Shop Live.

4. Discussion

The psychological mechanism of the direct effect of visibility, authenticity, and interactivity on purchase intention is grounded in S-O-R theory. The three broadcast characteristics are stimuli perceived by consumers: visibility makes products easy to observe, authenticity makes information feel verifiable, and interactivity makes questions answered directly. All three reduce uncertainty and strengthen the tendency to buy.

The intervening mechanism is explained through the consumer's internal state. Stimuli perceived favorably shape trust in the seller, the information, and the product. Trust suppresses the perceived risk of the transaction, so consumers are more confident in proceeding to purchase. Based on the S-O-R framework, the process of purchase intention formation on TikTok Shop Live can be envisioned as follows. Consumers receive stimuli in the form of clear product displays, information that feels true, and direct responses from the streamer. These stimuli are evaluated and shape trust in the seller and the product. That trust then lowers doubt so that consumers tend to intend to buy. This flow does not eliminate the direct effect of the stimuli, because information that is clear, true, and responsive can also directly drive interest in buying without having to go through trust.

Because J. Liu & Zhang (2024) found partial intervening, this model retains both direct and indirect paths at once. The type of intervening is determined by combining direct and indirect effects (Zhao et

al., 2010; Nitzl et al., 2016). If both are significant and in the same direction, trust is a partial intervening variable. If only the indirect effect is significant, trust is a full intervening variable. If the indirect effect is not significant, intervening does not occur. On TikTok, which is entertainment-based, the results may differ from the findings of J. Liu & Zhang (2024), so they need to be tested empirically.

Differences in platform context are the main reason for developing the model in this context. Taobao Live is a marketplace that provides a live streaming feature, whereas TikTok was historically entertainment- and short-video-based before developing into a social commerce ecosystem. Consumers' motivation for accessing TikTok is not always driven by an intention to shop from the outset. This difference potentially produces patterns of trust and purchase intention formation that differ from the findings of J. Liu & Zhang (2024).

This difference can be linked to how trust forms. When consumers arrive with a shopping goal, as on a marketplace, trust is likely to be built mainly by checking information: whether the product is clearly shown (visibility) and whether what is said matches the product (authenticity). When consumers arrive on TikTok for entertainment and come across a live session, trust may also be built through the host's responsiveness and the social atmosphere of the session, with information cues evaluated later, once consumers begin to consider buying. Consumers who use TikTok mainly for entertainment may therefore respond to seller interaction differently from consumers who open a live session with the intention to shop. This is an interpretation drawn from the literature, not a proposition of this paper, and whether it holds is an empirical question.

Trust formation may also differ by seller. Large influencers bring reputational signals into the broadcast, whereas MSME sellers depend more on what consumers can observe during it. This is likewise an interpretation to be examined in future research, not a relationship that this paper tests or proposes.

The Generation Z context also adds a reason for developing this model. Chang et al. (2024), Q. Li et al. (2023), and Nurhapizah et al. (2024) did not limit their respondents to Generation Z. Because Generation Z pays attention to complete, authentic, and trustworthy information (Sangal et al., 2022), research on this segment is relevant for understanding how they process information in live broadcasts. Generation Z tends to choose TikTok Shop for live shopping (Jakpat, 2023) and also attends to the authenticity and completeness of information, so entertainment and information scrutiny may coexist within the same session.

Theoretically, this paper extends the application of the S-O-R framework to live streaming commerce on TikTok Shop Live and clarifies the role of trust as an intervening variable. By retaining direct and indirect paths in a single model, this paper provides a basis for determining the type of intervening that forms in a context different from prior studies. The paper also sets out, as a rationale for testing, why the entertainment-oriented TikTok context and Generation Z may change how trust forms, without adding constructs to the model.

The implications below are possible applications drawn from the literature, not strategies whose effectiveness has been shown by this paper, because the model has not been tested empirically. Businesses and MSMEs may consider the propositions of this paper when managing TikTok Shop Live. For sellers, visibility can be strengthened by displaying products clearly and observably during the broadcast. Authenticity can be strengthened by conveying information that matches the condition of the product, including through demonstrations and the streamer's experience using the product. Interactivity can be strengthened by responding to consumers' comments and questions responsively. All three are expected to build trust that drives purchase intention.

For platform providers, this paper offers possible input for developing live streaming features that support transparent information delivery, effective interaction, and the formation of consumer trust. For future researchers, this model and these propositions serve as a reference for developing research on live streaming commerce, platform characteristics, trust, and purchase intention in different contexts or platforms.

5. Conclusion

This paper aims to develop a model and propositions on the effect of visibility, authenticity, and interactivity on purchase intention among TikTok Shop Live users of Generation Z in Indonesia, with trust as an intervening variable. The first research question is answered through P1–P3: all three characteristics are proposed to have a positive effect on purchase intention. Consumers who can see the product clearly, assess the information as authentic, and interact directly with the streamer are expected to trust more, and that trust is expected to drive purchase intention. The second research question is answered through P4–P6: trust is proposed to act as an intervening variable in the effect of these three characteristics, because trust lowers uncertainty and the perceived risk of online transactions.

This paper builds on the model of J. Liu & Zhang (2024) and does not propose an entirely new one. Its contribution is contextual and lies in three points. First, it examines whether the relationships found on Taobao Live also explain purchase intention on TikTok Shop Live among Generation Z in Indonesia. Second, it sets out why the entertainment-oriented TikTok context, the range of sellers on it, and the characteristics of Generation Z may change how trust forms, which gives future empirical research a basis for interpreting its results. Third, it keeps direct and indirect paths in one model so that the type of intervening can be determined. Whether these relationships hold can only be answered through further empirical research.

6. Limitations and Future Research

This paper explains the relationships among constructs only through propositions derived from a synthesis of previous research, without empirical confirmation. Visibility, authenticity, and interactivity are also not the only live streaming stimuli; J. Liu & Zhang (2024) acknowledge the existence of other attributes, for example entertainment (X. Liu et al., 2022; Q. Li et al., 2023). Trust is treated as a single construct, whereas Chang et al. (2024) distinguish cognitive trust and affective trust. Purchase intention in this paper is the tendency to buy, not actual purchasing behavior, so the model does not explain actual purchase conversion. The model is limited to TikTok Shop Live and Generation Z in Indonesia, so generalization to other platforms or age groups requires caution. The coverage of the literature is also limited to the journals the authors collected while preparing the proposal/thesis, so this paper may not cover all relevant studies. Other TikTok-specific features, such as consumers' entertainment motivation, seller type, and exposure driven by the recommendation algorithm, are not modeled in this paper and are left for future research.

Future research is expected to test these propositions empirically, for example through an online survey and PLS-SEM (Hair et al., 2019). The direct and indirect paths (P1–P6) can be estimated in one model, and the type of intervening can be determined from the direct and bootstrapped indirect effects (Zhao et al., 2010; Nitzl et al., 2016). Respondents can be selected with the following criteria: Indonesian residents with an active TikTok account, born in 1997–2012, who have watched TikTok Shop Live and have obtained product information through the broadcast. Research can also compare TikTok Shop Live with Shopee Live and across generations, add other stimuli to the model, and distinguish cognitive trust from affective trust. Future studies may also examine whether the relationships differ with consumers' motivation for using TikTok and with the type of seller.

For empirical research, the five constructs can be measured with a five-point Likert scale. Visibility can be measured with three items from (L. Zhang & Yeap, 2025), for example, "Product attributes become visible to me through TikTok Shop Live." Authenticity can be measured with four items from (Wu et al., 2024), for example, "The product information delivered in the TikTok Shop live stream is true." Interactivity can be measured with three items from (R. Li et al., 2024), for example, "While watching e-commerce live streaming, I can communicate with the streamer through the real-time chat feature." Trust can be measured with seven items from (Wongkitrungrueng & Assarut, 2020), for example, "I trust the information conveyed by the seller during the TikTok Shop Live broadcast." Purchase intention can be measured with three items from (F. Liu et al., 2020), for example, "I intend to buy the products offered through this TikTok Shop Live broadcast." The example items above are English renderings of the Indonesian-language versions, and the original wording and full items of each instrument can be

found in the source publications. These instruments come from previous research and need to be tested for validity and reliability on TikTok Shop Live before being used. Researchers may use other instruments, but this paper provides an initial direction for measuring the five constructs.

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